

the

# MERIT

Memo

Vol. 2

July 1993



Dear P.M. Sales Force,

First, I'd like to thank you for such a terrific response to our first Merit Memo. Your ideas and comments were great. Here's just a sample of what you told us:

***"I would like to be able to include Merit smokers in my territory on the direct mail list."***

— Mike Fernandez (Puma 3)

Good idea! In fact, we're including five Refer-A-Smoker cards with this Memo. Just have smokers 21 years of age or older fill them out and return by September 30, 1993, and you'll be helping build the Merit database—and that means more sales opportunities!

***"Continue to aggressively promote Merit's quality."***

— David Galtier (Crescent 3)

We will. And we are. With two new direct mailings delivering the message loud and clear: Merit means great flavor at lower tar. We're targeting both loyal Merit smokers and competitive smokers interested in switching to Merit quality—so we've got the bases covered.

Your feedback is important to us. We welcome your suggestions so stay in touch.



\*2061034876\*

Yours,

*Norma Suter*

Norma Suter  
Merit

P.S. Look inside for a special incentive offer for you!

**continued  
on next page**

**Don't  
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INSIDE THIS ISSUE!**

Two new powerful direct mail programs with more coupons and premium offers. Sometimes called the invisible medium, direct mail results at retail are anything but!